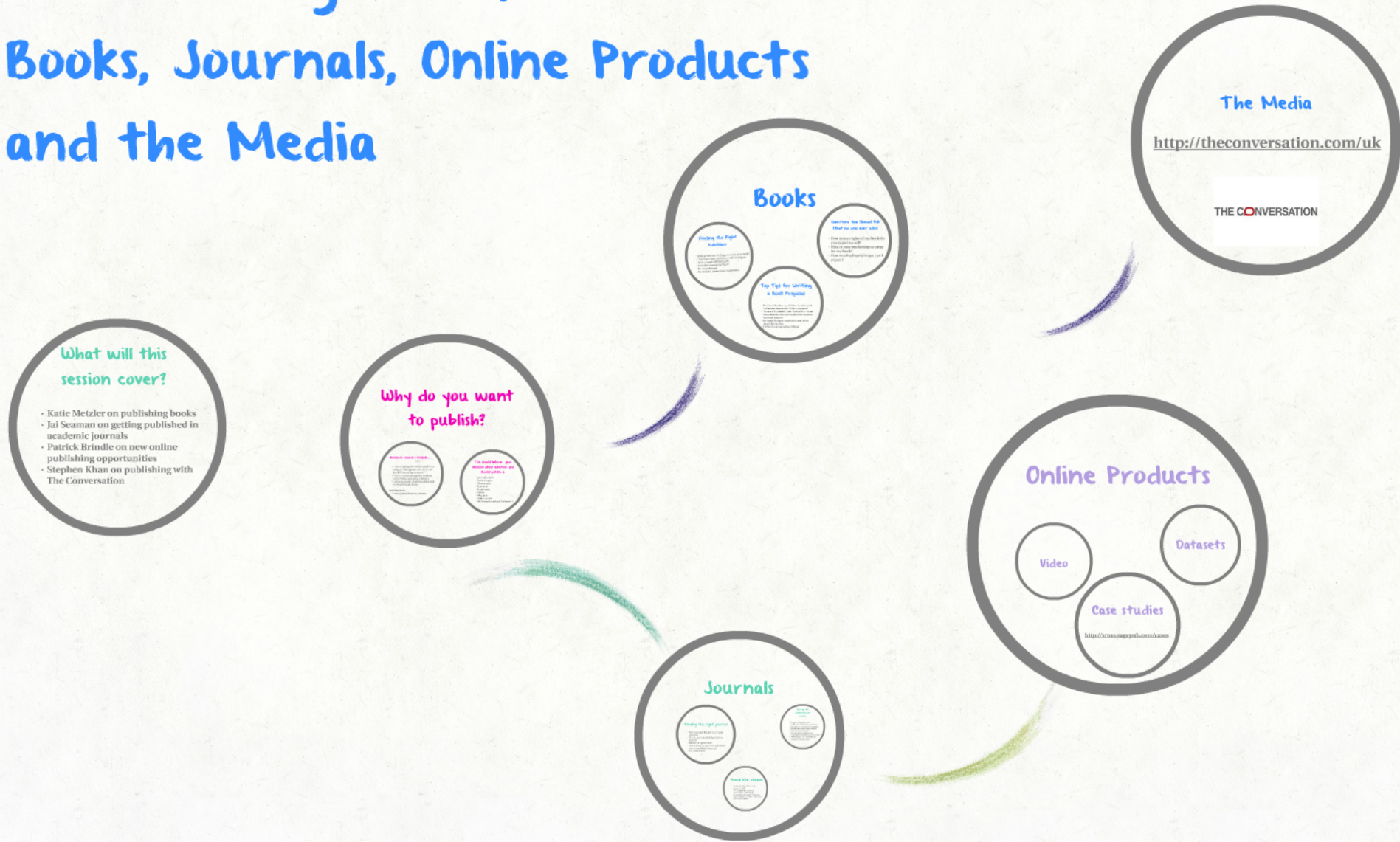


## Disseminating Your Research: Books, Journals, Online Products and the Media





# Disseminating Your Research: Books, Journals, Online Products and the Media





# What will this session cover?

- **Katie Metzler on publishing books**
- **Jai Seaman on getting published in academic journals**
- **Patrick Brindle on new online publishing opportunities**
- **Stephen Khan on publishing with The Conversation**



# Why do you want to publish?

## Common answers include...

- I want to progress within academia and publishing journal articles for the REF is my key concern
- I want to disseminate my findings to the widest possible audience
- I am passionate about teaching and want to help students

## And less often...

- I want fame, fortune, money

## This should inform your decision about whether you should publish a:

- Journal article
- Book chapter
- Monograph
- Textbook
- Trade book
- Ebook
- Blog post
- Media article
- Multi-media output (video etc)



## **Common answers include...**

- **I want to progress within academia and publishing journal articles for the REF is my key concern**
- **I want to disseminate my findings to the widest possible audience**
- **I am passionate about teaching and want to help students**

## **And less often...**

- **I want fame, fortune, money**



**This should inform your  
decision about whether you  
should publish a:**

- **Journal article**
- **Book chapter**
- **Monograph**
- **Textbook**
- **Trade book**
- **Ebook**
- **Blog post**
- **Media article**
- **Multi-media output (video etc)**



# Books

## Finding the Right Publisher

- Who publishes the big names in your field?
- Check out their websites and catalogues
- Look at your bibliography
- Consider the competition
- Be wary of gaps!
- Be realistic about your readership

## Questions You Should Ask (that no one ever asks)

- How many copies of my book do you expect to sell?
- What's your marketing strategy for my book?
- How much editorial input can I expect?

## Top Tips for Writing a Book Proposal

- Find out whether a publisher is interested in the idea before you write a proposal
- No one will publish your PhD as it is - show the publisher that you realise this needs to be a new project!
- Be realistic about readership and think about the market
- Follow the proposal guidelines



# Finding the Right Publisher


- Who publishes the big names in your field?
- Check out their websites and catalogues
- Look at your bibliography
- Consider the competition
- Be wary of gaps!
- Be realistic about your readership



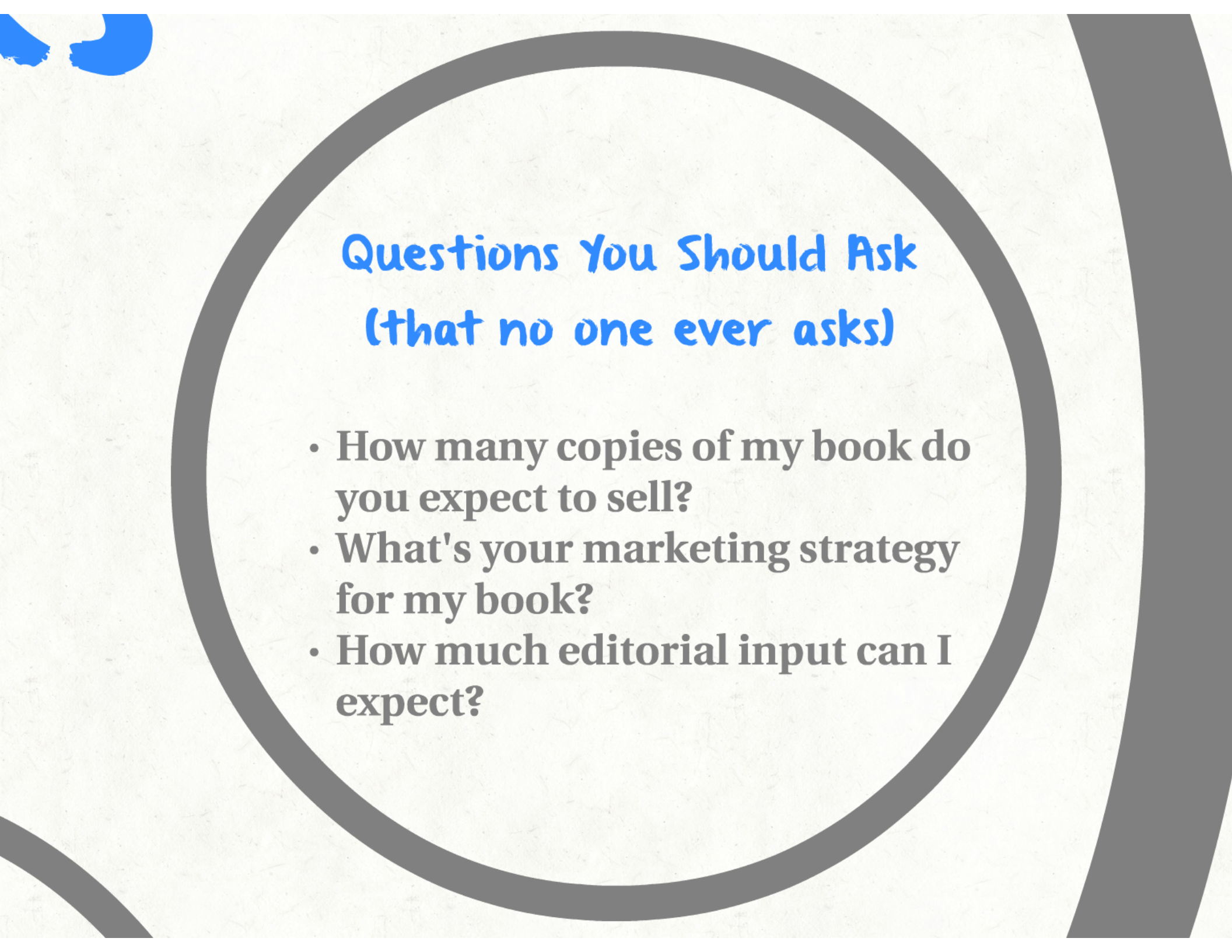
# Top Tips for Writing a Book Proposal

- Find out whether a publisher is interested in the idea before you write a proposal
- No one will publish your PhD as it is - show the publisher that you realise this needs to be a new project!
- Be realistic about readership and think about the market
- Follow the proposal guidelines





## Questions You Should Ask (that no one ever asks)

- How many copies of my book do you expect to sell?
  - What's your marketing strategy for my book?
  - How much editorial input can I expect?
- 



# Journals

## Finding the right journal

- Have you used this journal in your research?
- Has the journal published similar papers?
- General or Specialized?
- How quickly do you need to publish?
- New vs established journals
- OA - pros & cons

## Top tips for submitting an article

- Respect the gatekeeper
- Follow the submission guidelines
- Use the correct referencing system
- Provide the requested metadata
- Metadata with impact!
- Proofread your application
- Only submit to one journal at a time
- Think about your methodology
- Consider collaboration

## Avoid the cliches

- Forget obscure 'clever' titles
- Keep to length
- Think about permissions
- Don't 'dilute' your thesis
- Personalize the email if relevant
- Don't hound the editor - especially after only 4 weeks



## Finding the right journal

- Have you used this journal in your research?
- Has the journal published similar papers?
- General or Specialized?
- How quickly do you need to publish?
- New vs established journals
- OA - pros & cons



## Top tips for submitting an article

- **Respect the gatekeeper**
- **Follow the submission guidelines**
- **Use the correct referencing system**
- **Provide the requested metadata**
- **Metadata with impact!**
- **Proofread your application**
- **Only submit to one journal at a time**
- **Think about your methodology**
- **Consider collaboration**



# Avoid the cliches

- Forget obscure 'clever' titles
- Keep to length
- Think about permissions
- Don't 'dilute' your thesis
- Personalize the email if relevant
- Don't hound the editor - especially after only 4 weeks



# Online Products



```
graph TD; OP((Online Products)) --- V((Video)); OP --- D((Datasets)); OP --- CS((Case studies)); CS --- URL(http://srmo.sagepub.com/cases)
```

Video

Datasets

Case studies

<http://srmo.sagepub.com/cases>





Video



# Case studies

<http://srmo.sagepub.com/cases>



# Datasets



# The Media

<http://theconversation.com/uk>

THE CONVERSATION